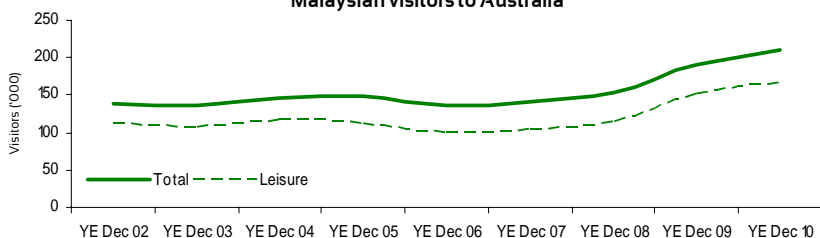


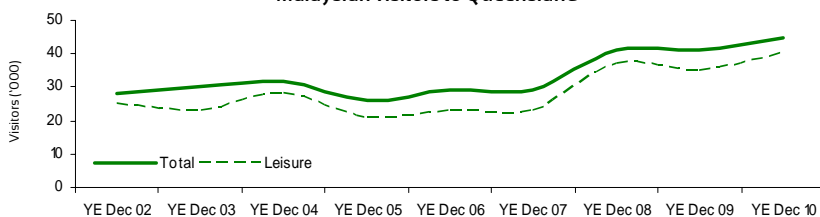
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
<b>Total visitors</b>	211,000	▲ 10%	4%	45,000	▲ 10%	2%
Total ALOS <sup>1</sup> (nights)	33.0	▼ -2.4		15.6	▲ 1.4	
<b>Leisure<sup>2</sup> visitors</b>	166,000	▲ 10%	4%	40,000	▲ 14%	2%
Leisure ALOS	13.0	▼ -1.2		10.8	▲ 3.2	
<b>Expenditure (\$m)<sup>3</sup></b>	\$814	▲ 5%	5% (share of expenditure)	\$77	▲ 3%	2% (share of expenditure)

### Malaysian visitors to Australia



### Malaysian visitors to Queensland



### Malaysian visitors to Australia

Malaysian visitation to Australia increased by 10% over the year ended December 2010. Air Asia X continues to add new destinations providing increased competition for Australia, especially in the Malaysian market.

A large proportion of visitors from Malaysia were repeat visitors (74%), compared with the national average of (63%) in the year to December 2010.

Half of all visitors from Malaysia travelled unaccompanied (49%), while 18% travelled as part of a family group and 16% as an adult couple.

### Malaysian visitors to Queensland

In the year ended December 2010, the number of Malaysian visitors to Queensland increased, driven by an increase in holiday visitors (up 21%).

The Gold Coast and Brisbane were the Queensland regions most visited by Malaysians. Brisbane and the Gold Coast saw increases in Malaysian visitors over the year ended December 2010 (up 13% and 11%, respectively).

### Expenditure in Queensland

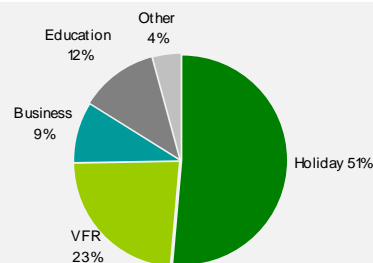
Malaysians spent \$77 million on their trips to Queensland in the year to December 2010. This was an increase of 3% over the year.

Malaysian spend per visitor in Queensland was \$1,693. This is lower than the average spend of all international visitors to Queensland (\$1,846).

### Main purpose of visitation to Australia

The holiday, business and VFR (visiting friends or relatives) markets all increased over the year to December 2010 (up 14%, 11% and 9%, respectively). This contributed to the increase in Malaysian visitors to Australia.

The Malaysia education market accounted for a much larger proportion of visitors to Australia (representing 12% of all Malaysian visitors), compared to just 8% of education visitors to Australia.

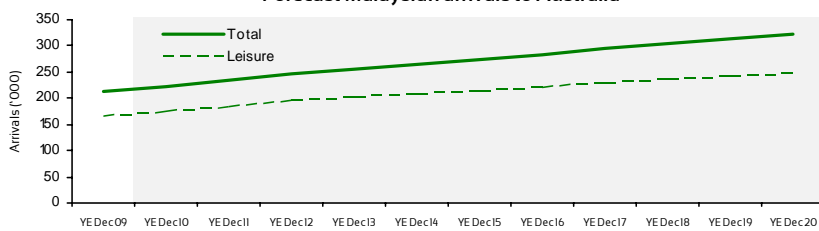


### Malaysian arrivals forecast<sup>4</sup>

Malaysian arrivals to Australia are forecast to increase by an average of 4% each year from 2009 and reach 322,000 arrivals in 2020.

Please note that arrivals forecast are based on total visitor arrivals into Australia, and therefore may vary from the visitation figures provided in the table above (as visitors are defined as persons over the age of 15, who are visiting Australia for 12 months or less).

### Forecast Malaysian arrivals to Australia



Note: Numbers shaded are forecasts.

Stats on Q are you subscribed?

To receive an email alert whenever new tourism figures are released email 'subscribe' to: [statsonq@tq.com.au](mailto:statsonq@tq.com.au)

1. Average length of stay  
2. Leisure is holiday and visiting friends or relatives (VFR) combined  
3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure  
4. Tourism Forecasting Committee 2010 Issue 2  
Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010